

## SECTION H - PUBLIC AFFAIRS

### CHAPTER 1 PUBLIC AFFAIRS

1. **GENERAL.** The Public Affairs Office (PAO) plans its camp activities to enhance the Army ROTC image, create a favorable climate of public opinion, stimulate interest in the ROTC program and to provide a camp command information program. The PAO accomplishes these objectives through programs of command information and public information.

2. **OBJECTIVES.** The overall objective of the Camp PAO is to tell the Army ROTC story, i.e., to promote public understanding and acceptance of Army ROTC, and to obtain maximum public recognition of participating cadre and cadets by opening and using as many channels of communication as possible with the various elements of society. Elements of the Public Affairs program include:

a. Promoting the ROTC program at local, regional and national levels by disseminating appropriate news releases pertaining to ROTC activities prior to and during the camp period.

b. Providing information on the value of the Senior ROTC Program as the Army's principal and most economical source of officers.

c. Explaining the advantages of the ROTC camp program with special emphasis on developing leadership capabilities and those attributes essential to becoming an Army officer.

d. Promoting acceptance of the ROTC program by administrators and faculty members of academic institutions concerned.

e. Increasing coverage of cadet activities to supplement and aid recruiting efforts.

3. **CONCEPT.** The PAO performs the following functions in support of the Fort Lewis ROTC Advanced Camp.

a. Provide newsworthy coverage of cadets in action that illustrates the scope and importance of the camp program to the general public.

b. Provide coverage of camp opening, regimental activations, cadet training events, graduation and commissioning ceremonies, awards for achievement, and those events that will produce newsworthy material for use by local, regional, or national media.

c. Provide "action" photos of cadets for the camp yearbook, camp newspaper, Fort Lewis newspaper, and for release to the local news media.

d. Extend invitations to national, regional and local print and broadcast media to cover significant events during the camp period.

e. Provide coverage of institutional administrators or faculty, and institutional ROTC staff members involved at the camp.

## **SECTION H - PUBLIC AFFAIRS**

f. Publish the camp newspaper to inform cadets of command information and scheduled training activities.

### **4. COORDINATING INSTRUCTIONS.**

#### **a. News Media Coverage.**

(1) Cadre and TAC officers will direct all news media personnel without a PAO escort to the Camp PAO where they will be signed in and briefed.

(2) Cadets, cadre, and other camp personnel will not make statements or grant access to training areas to newsmen who are not escorted by PAO personnel. PAO media escorts coordinate all visits by newsmen to training areas and camp ceremonies.

(3) No one will deny authorized newsmen or camp PAO personnel access to training events or cadets as long as safety requirements are adhered to and the media's presence is not disruptive to cadet training.

(4) Camp Newspaper. The PAO will publish four issues covering camp activities.

#### **b. Serious Accidents/Incidents.**

(1) All accidents, serious incidents or actions which might have widespread interest or which might reasonably be expected to generate widespread publicity are of concern and must be reported to the Advanced Camp Public Affairs Office.

(2) During normal duty hours, all available details of incidents of this nature, whether favorable or unfavorable, will be reported as soon as possible to the Advanced Camp Public Affairs Office.

(3) After duty hours, contact the SDO to notify the on-call public affairs representative.

(4) Refer any media queries to the Advanced Camp Public Affairs Office. Do not provide information and interviews to the media unless requested to do so by the Public Affairs Office.

#### **c. Advanced Camp Yearbook.**

(1) Cadets or cadre who want to purchase a camp yearbook may place their order with the yearbook vendor during cadet in-processing or during platoon. These are the only available times to purchase the items. Yearbook order forms will be available through the yearbook vendor. Additional copies of the order form will be available at the Advanced Camp Public Affairs Office, Building 11D25.

## **SECTION H - PUBLIC AFFAIRS**

(2) Cadets and cadre may pay for the yearbook and platoon photographs with a personal check, cash or money order. The vendor mails yearbooks in November to the address designated by the person placing the order.

(3) Cadets that are released from camp early for medical disqualification or APFT failure may request a refund for yearbook and/or photo but must pay a \$5.00 processing fee. Cadet Personnel (Outprocessing) will have an adequate number of copies of the refund form on hand and forward completed forms with the \$5.00 processing fee to PAO for processing through the Yearbook contractor.

### **d. Photography.**

(1) The PAO takes action photographs of cadets, cadre, camp visitors, and special events for the camp newspaper, local papers, post paper and yearbook.

(2) The PAO provides photography support for the regimental activation, graduation, and commissioning ceremonies.

(3) ROTC cadre who desire photographs of cadets from their school or of camp training activities, other than what is published in the camp yearbook or newspaper, must provide their own camera, film, and photo processing. The Camp Public Affairs Office does not provide equipment, photographers, or photo processing for this purpose.

### **e. Hometown News Release Program.**

(1) The PAO provides Hometown News Release support for individual achievements at camp.

(2) Hometown News Release form DD Form 2266 is completed by cadets during inprocessing and then returned to the PAO.

(3) After graduation, PAO completes the DD Form 2266 by entering data on all regiment, company, and platoon award winners, and camp commissionees, and mails them to the Armed Forces News/Hometown News Release Program Editor.